



## Welcome!

The Cooper Tire Commercial Team would like to officially welcome you to the new Pinnacle Commercial Truck Program for Cooper Commercial tires launching 01/01/2021! The Pinnacle Program is all about selling commercial tires, and we are confident with this program, together we will do just that. Pinnacle is a secondary loyalty program that rewards you based on your volume of Cooper Commercial and Roadmaster purchases.

## What does Pinnacle mean for you?

- The opportunity to purchase Cooper's complete Commercial product offering (Cooper Commercial & Roadmaster Brands)
- The ability to earn rewards at three different levels to suit any business size

## Payout Schedule

Payout Level	Minimum Cooper TBR units per quarter	TOTAL purchases per quarter	Roadmaster	Core Cooper TBR 17.5/19.5	Premium Cooper TBR 22.5/24.5
Silver	16	50-100	\$3	\$5	\$5
Gold	24	101-200	\$4	\$5	\$10
Diamond	48	201+	\$5	\$5	\$15
Cooper Plus	100+	\$500 bonus earned when 100+ Cooper units purchased per quarter! Maximum of one bonus payout per quarter.			

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## ***Pinnacle Rules: Associate Dealer***

### **Eligible Products**



**Cooper Pro Series**



**Cooper Work Series**



**Cooper Severe Series**

All products are available on the Pinnacle Program.  
For a list of all eligible lines, go to [CooperTruckTires.com](http://CooperTruckTires.com)



**Roadmaster  
Steer/All Position Tires**



**Roadmaster  
Drive Tires**



**Roadmaster  
Trailer Tires**

All products are available on the Pinnacle Program.  
For a list of all eligible lines, go to [RoadmasterTires.com](http://RoadmasterTires.com)

### **Payouts**

- Three payout levels & Cooper Plus Bonus
- Issued quarterly on a reloadable Visa
- Each quarter's purchases stand alone for payout level attainment
- Year-end true-up process

### **Purchase Requirements**

- 75% from your Primary Distributor and 25% from any registered Secondary Distributor(s)
- Minimum Cooper Commercial Brand purchase requirement at every payout level

Cooper reserves the right to audit or change the program at any time. See Terms & Conditions for complete Program rules.



**HIGH PRIDE OF OWNERSHIP  
STARTS WITH LOW COST OF OWNERSHIP**  
[CooperTruckTires.com](http://CooperTruckTires.com)

**WE KNOW**  
**NORTH AMERICAN ROADS**  
[RoadmasterTires.com](http://RoadmasterTires.com)



## New Dealer Enrollment Form

Dealer must complete all required information on this Enrollment Form to be approved for the Pinnacle program. All of the information marked with an asterisk is required. Your enrollment will not be processed by your distributor without the required information.

Program Administrators: Once complete, please submit all details online at [CooperPinnacle@rewardsloyalty.com](mailto:CooperPinnacle@rewardsloyalty.com) in the Enrollment Tab.

### Dealer Information

\*Date of Enrollment (YYYY/MM/DD) \_\_\_\_\_

\*Dealer Principal (Owner) First Name: \_\_\_\_\_ Last Name \_\_\_\_\_

Payments in the program will be in this name

\*Email Address \_\_\_\_\_ Mobile Phone \_\_\_\_\_

### Store Information

\*Business Name \_\_\_\_\_ \*Physical Store Address \_\_\_\_\_

\*City \_\_\_\_\_ \*State \_\_\_\_\_ \*Zip Code \_\_\_\_\_

\*Store Phone Number \_\_\_\_\_

Are you aggregating your purchases under one enrollment? \_\_\_\_ Yes \_\_\_\_ No

Distributor, please contact cooper for more information.

Do you have the capability to service fleets? \_\_\_\_ Yes \_\_\_\_ No

Are you interested in participating in Cooper's National Account Program as a Bolt-On Dealer? \_\_\_\_ Yes \_\_\_\_ No

If "Yes" to the above, you will be contacted by a Cooper National Account Sales Rep.

**If you need to register multiple locations for the same Dealer you must fill out a separate New Dealer Enrollment Form for each.**

Do you already have a store signed up for this Pinnacle Program? \_\_\_\_ Yes \_\_\_\_ No

If "Yes" to the above, please indicate the Dealer Member Number for your existing store: \_\_\_\_\_

### Distributor Information

\*Primary Distributor Business Name \_\_\_\_\_ \*SAP Number (Location Specific) \_\_\_\_\_

\*Distributor Sales Rep First Name \_\_\_\_\_ \*Last Name \_\_\_\_\_

The undersigned dealer hereby makes application for enrollment in the Pinnacle Program, Pursuant to the Program's Terms and Conditions, a copy of which is available for the Distributor Sales Representative. Dealer acknowledges that it has read, understands and agrees to abide by the Program's Terms and Conditions. Dealer understands and agrees that it will not be a participant in the Program until all approvals are provided. Dealer's continued participation in the Program shall be in accordance with the Terms and Conditions of the Program.

**Acknowledged and agreed to:**

\*Dealer Signature \_\_\_\_\_ Title \_\_\_\_\_